

Message Text

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PAGE 01 JIDDA 02978 251142Z

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ACTION NEA-10

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TO USDOC WASHDC

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UNCLAS JIDDA 2978

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: PLEXTONE MINI SHOW

MAY 8-13, 1976

REF USDOC 07023

1. REGARDING SUBJECT, EXHIBITORS SHOULD BE APPRISED OF FACT THAT WE ARE PROMOTING SHOW AS GROUP OF INDEPENDENT U.S. BUSINESSMEN WHO ARE INDIVIDUALLY VISITING SAUDI ARABIA. TIME TOO SHORT AND WE DON'T INTEND TO ASK SAG FORMAL PERMISSION FOR IMPROMPTU SHOW.

THIS IS ONE REASON WE SUGGESTED IT FOR COMMERCIAL CENTER INSTEAD OF HOTEL. WE REPEAT OUR EARLIER ASSURANCES THAT THERE WILL BE NO PROBLEMS AND HOPE FOR SUCCESS ALL PARTICIPANTS IF THEY ACCEPT OUR FORMAT.

2. RECENT AIRWAY BILLS RECEIVED FROM SEVERAL PARTICIPANTS INDICATE VALUE OF GOODS UP TO \$5000.00. WE MUST WARN THAT COMMERCIAL CENTER AREA FOR EXHIBITS IS LIMITED TO APPROXIMATELY 700 SQ. FT. EARLIER COMMERCE ADVICE RE CARD TABLE TOP DISPLAYS DO NOT APPEAR TO BE HEeded BY PARTICIPANTS. ALSO CLEARANCE AND LOCAL HANDLING FEES FOR GREATER VOLUMES WILL EXCEED OUR ESTIMATE OF \$500.00 IF NOT KEPT WITHIN LIMITS. WE ASSUME PARTICIPANTS WILL PAY FOR ONWARD SHIPMENTS.

3. RECEPTION WILL BE AT RESIDENCE COMATT FOR ABOUT 80-100 LOCAL BUSINESSMEN AND ON MAY 10 OR 11TH.

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4. MEA CONFIRMS RESERVATIONS. 10 DOUBLE ROOMS RESERVED AT AL-ATTAS FROM MAY 7, 1976. RATE IS SR 220 PER DAY PLUS 15 PERCENT SERVICE CHARGE. WE NOTE THAT SOME EXHIBITORS HAVE WRITTEN POST STATING THEY INTEND ARRIVE MAY 5TH. PLEASE WARN PARTICIPANTS OF CRITICAL HOTEL SITUATION JIDDA.
PORTER

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